



## VISION BUILDING SESSION

**January 30, 2021**

### MINUTES

**9:00 – Welcome and Handouts** – Agenda, Financial Statements, 2021 Proposed Budget, RTKC Board Roster

**ATTENDANCE** – Linda Burwell, Andrew Ennis, Ryan McClelland, Margaret McLain, Steve Myrick, Chris Ragland, Stephen Spear, Jeanine Thill, and Clay McQuerry.

**I. RTKC STORIES TO TELL: Why are we here? As RTKC members** we should all remember how fortunate we are to have warmth in the winter, cool in the summer, hot water, electricity and gas services that are functional. **We are here to eliminate unsafe and substandard conditions for our neighbors!**

### **II. NEXT BOARD MEETING: Wednesday, March 3, 12:00 noon, Zoom**

Clay will plan to have an introductory meeting for the new board members to meet the returning board members and to provide an initial training in mid-February.

**III. CELEBRATING 2020: RTKC served 70 families (130 residents)** and completed home repairs and modifications worth a market value of **\$174,146**. **223 volunteers** invested **2,652 hours** to improve the lives of our neighbors whose average annual household income was only **\$21,695**.

### **IV. RTKC BOARD MEMBER MANUALS – will hand out updated info at the March meeting**

A. Review the RTKC Board Roster and let me know if your information is correct.

### **V. FINANCIALS** – Current Balances on 1/29/21: Checking = \$87,336, Savings = \$76,208, EIDL = \$150,023

A. Eric Buchmann resigned this week as Half-time Project Manager effective February 28.

### **VI. NEW OPPORTUNITIES** –

A. Children’s Mercy Hospital – need a lawyer to review their agreement, no funding yet, but grant writers have already identified 8 potential grantors they feel strongly will want to fund this new program. Andrew agreed to review the documents.

B. Mid-America Regional Council (MARC) Minor Home Repair Program for 60+ – Begins March 1<sup>st</sup> and has \$750,000 that must be spent by the end of September. We are applying to participate. Motion to approve pursuing participation in the MARC minor home repair program by Chris Ragland. The motion was seconded by Margaret McLain. **The motion passed.**

C. RT Store –

1. 2020 was first year it was not profitable – three primary contributing factors:
  - a. 100% of Ed’s wages were applied to the store expenses for the first time in 2020.
  - b. Lost largest donor of new materials in February. (Grainger)
  - c. Pandemic forced closing two months, plus in store shopping has decreased.
2. January has continued this trend of not covering our overhead. Pandemic Response Team has reviewed the situation since May, and now we are inviting the entire board to discuss the situation.
  - a. Wage reduction/Staffing changes?
  - b. Need more volunteer help – too much for just 2 or 3 people to run the store
  - c. How can we replace Grainger?
3. Ed and Missy both feel strongly we should change the name to eliminate confusion with Habitat’s ReStore. Want the board to consider a change. (i.e. Rebuilding Together Store, ReBuilders, etc.)

After a lengthy discussion where board members expressed multiple concerns about the state of the RT Store, a motion was made by Jeanine Thill to close the store in an effort to protect the financial wellness of the organization as a whole. The motion was seconded by Stephen Spear. The **motion passed unanimously**.

## **VII. ELECT 2020 BOARD OFFICERS AND FINALIZE 2020 BUDGET**

A. Board Membership: Board members serve three-year terms. Board members may be asked to serve a second three-year term. Once they have served six consecutive years, they must be off the board for at least a year before they qualify to serve again.

### 1. 2021 Board Roster

Linda Burwell – 2017-2019 (1/31/20), 2020-2022 (1/31/23)  
 Dan Carr – 2021-2023 (1/31/24)  
 Andrew Ennis – 2018-2020 (1/31/21), 2021-2023 (1/31/24)  
 Michelle Goode – 2021-2023 (1/31/24)  
 Ryan McClelland – 2019-2021 (1/31/22)  
 Steve Myrick – 2018-2020 (1/31/21), 2021-2023 (1/31/24)  
 Alan Napoli – 2021-2023 (1/31/24)  
 Rick Paul – 2021-2023 (1/31/24)  
 James Shackelford – 2021-2023 (1/31/24)  
 Jeanine Thill – 2018-2020 (1/31/21), 2021-2023 (1/31/24)

### 2. 2020 Board Members expiring membership:

Margaret McLain – 2015-2017 (1/31/18), 2018-2020 (1/31/21)  
 Chris Ragland – 2018-2020 (1/31/21)  
 Stephen Spear – 2015-2017 (1/31/18), 2018-2020 (1/31/21)  
**THANK YOU FOR YOUR SERVICE TO RTKC!!**

### 3. 2020 Board Officers:

President – Steve Myrick  
 Vice President – Linda Burwell  
 Secretary – Jeanine Thill  
 Treasurer – Andrew Ennis

### 2021 Board Officers:

President – Steve Myrick  
 Vice President – Linda Burwell  
 Secretary – Jeanine Thill  
 Treasurer – Andrew Ennis

All those nominated to the Board Roster for 2021 accepted their nominations. No other nominations were made and there was no discussion. The **board agreed unanimously to approve as presented for 2021**.

### 4. Potential New Board Members: Need Minorities and Contractors

- a. Andrea Johnson – Social Worker at Liberty Academy. Chris said she knows her and she would be great. She comes highly recommended. The **Board unanimously approved**.
- b. Owen Homes – Luke Owen
- c. Freeman Custom Homes – Kyle Freeman- Clay could not connect with him.
- d. Minority Contractor? Chris suggested David Delafuente as a board member, he owns Fountain Glass. Clay will follow up.

### B. 2021 Budget Approval: (2020 Budget vs Actual and 2021 Proposed Budget Handout)

The budget numbers will look much different without the store. We can take out the new store manager out of the proposed budget, a reduction of \$35,000. Clay said he can change the proposed budget to reflect the store closure. Stephen asked about the wage expense and if a cost-of-living adjustment was in the budget. Clay said there was a 3% increase or more. Stephen asked how that compares to others, commenting that most people he works with have frozen wages until 2021. The impact of this pandemic has yet to permeate through our economy. Margaret said Children's Mercy did not give increases last year and it is up in the air for this year. Chris said in construction their labor costs have gone up because there is a labor shortage this year. There is a good value in what we are

paying the guys out in the field. Clay said if we don't hire a store manager and the store closes that makes a difference. That would be a net decrease of \$78,000 with the three percent.

Clay emailed a revised budget to the Board for consideration on February 5<sup>th</sup>. A motion to approve the budget was made by Linda Burwell. The motion was seconded by Margaret McLain. The **motion passed unanimously**.

### **VIII. UPCOMING PROMOTIONAL EVENTS:**

1. Remodel and Garden Show – **not happening due to Covid-19**
2. Liberty Hospital Foundation Half Marathon – **Is not happening in 2021.**
3. Cox College Occupational Therapy Department – **March 29** – Clay is teaching a class on Safe at Home
4. Strike (Out) Poverty & Spare (Homes) Tournament – **another virtual event?**
5. Platte-Clay Electric Cooperative Meeting – usually have a booth at this event
6. Annual Report and Mass Mailing to Donors in June
7. House Selection Meeting – **(two Thursdays after July 4<sup>th</sup>) July 15<sup>th</sup> at 7:00 pm**
8. Crew Leaders Meeting – **August 19<sup>th</sup> at 7:00 pm**
9. Rebuilding Day – **September 18<sup>th</sup>**
10. United Way Campaign, Church Mailing, Fall Newsletter, Chiefs Tickets in September?
11. Holiday Annual Appeal in **November or December**
12. Cyber Monday – **November 29**
13. Giving Tuesday – **November 30**
14. Super Sale Saturday for Rebuilding Together Store – **December 4<sup>th</sup>**

### **IX. BUILDING OUR VISION, FULFILLING OUR MISSION – IDEAS FOR THE FUTURE**

- \*Time to dream, brainstorm, and think outside the box in order to create an exciting future!**
- \*\*What ideas should we consider in building a better, stronger, RTKC?**
- \*\*\*In what ways can we improve our services to eliminate unsafe and deplorable living conditions – repairing homes, revitalizing communities, rebuilding lives?**

Clay asked for the board's feedback on the Board's Vision.

Steve said a drive to do more of what our mission is and being very intentional with that. Talking to people about why we do what we do. Those needs are going to increase and he does agree that the full impact has not been felt yet.

Margaret said she is curious about possibly doing a mini- rebuilding day in the spring to encourage the publicity. We should continue

The neighbor helping neighbor and helping people maintain their homes.

Andrew said reaffirming our commitment to our mission and lets focus on what we are good at and continue to help as many people as possible.

Chris said getting out into the community and bringing more awareness that rebuilding is in the community. Clay said this is our 20<sup>th</sup> year so we need to work on how to publicize and celebrate that.

Ryan said he appreciates all the great things he has done and he thanked Clay. Getting our name out there is important. Outreach is key.

Jeanine said a strategic approach to Stewardship is something that she would like for us to focus more on this year. She is willing to help with personal outreach as a Board member.

Stephen said we might want to look at hiring a firm to run websites and social media. Jeanine and Stephen said they know of people who can help. They will send Clay the contact information of people they know.

Steve said he would be willing to help with going to thank people to thank people holding up a sign and posting it on social media. He has flexibility in his schedule to make stewardship visits. It's a great opportunity to thank those that keep us afloat. Clay said wearing Rebuilding shirts for these photo ops would be good.

The meeting adjourned at approximately 11:00 am

**2020 BRAINSTORMING IDEAS:**

Dial in on Net of projects.

Consider increasing prices so we don't have a net loss.

Consider doing less safe at home projects.

Consider more Medicaid Waiver projects.

Rather than add another fundraiser, consider expanding the bowling tournament.

Sunderland Foundation should be looked into for a possible funding source per Andrew.

We need to not rely on Grainger.

We need to do a check on status of any liens on any projects or if they are behind on any mortgage payments.

We should not agree to be in second position.

**X. PREVIOUS YEARS BRAINSTORMING IDEAS:****RT STORE:**

1. Started paying for large item donation pickups - Utilize students/younger individuals to help with pick up for RT Store donations. Reach out to WJC football team, PVBC, youth groups, etc.
2. Habitat makes \$500,000 on their stores. We should be able to increase the profit of our store. The store could be sustainable funding.
3. We may want to have a donation box at the store.
4. We need to think of ways to promote the store. We may want to see about radio stations such as 810 Sports Radio to do a remote. KC Live
5. If we have a way to figure out what products move quickly. The biggest seller in 2018 was tools. Grainger donates most of these.
6. There is room for improving the merchandising in the store
7. We should market beyond Facebook. Possibly look into Crossposting.
8. Capture email addresses or cell phone numbers for texting.
9. Top selling items; Hardware, Heating and Cooling, Windows, Paint, Gloves, Trash bags, First aid kits. Cabinets are about sixth highest seller.
10. RT Store: highlight better resale items; make room for more repurposing items. Tag items by color to keep track of how long items have been in the inventory; make a determination of how long items should be kept/moved. "spiff up" the store a bit by utilizing volunteers to organize the store.
11. Offer "how to" classes in the store. Possibly provided by volunteers who have helped on RTKC projects.
12. Have fire sales more often to move inventory as well as bring in customers.
13. Ways to diversify our donors: Ed needs to work Ferguson more.

**STRIKE & SPARE TOURNAMENT:**

1. Research the Big Brothers Big Sisters Bowl for Kids Sake.
2. We may want to consider a Spring and a Fall bowling tournament.

**REBUILDING DAY/SAFE AT HOME:**

1. Churches may fund us if we do work for those in need from their congregations.
2. Board members should go out on house visit this year.
3. Partnership with Liberty Meals on Wheels and other MOW organizations in Clay & Platte Co. for Safe at Home.

**VOLUNTEER INVOLVEMENT:**

1. Work with the local High Schools and vocational schools in Clay and Platte County to utilize students to help with RTKC projects. Excelsior Spgs Vo-Tech contacts are: Liz Smith and Stacy Holtzchaw.
2. Recognizing/Showing Appreciation to Volunteers – focus on every project and get video coverage, comments from homeowners to crews, make connection with donation (time and money) and projects,

presentations good

3. Use targeted emails to crew leaders throughout year for upcoming opportunities

#### **BOARD INVOLVEMENT:**

1. Current activities include – Remodel and Garden Show, Strike & Spare Tournament, Spectrum Project Day, House Selection Meeting, Rebuilding Day, and board meetings.

#### **MARKETING:**

1. More publicity - Get word out more –TV station contacts, Local newspapers, radio contact
2. Video Promoting RTKC services – Professionally done
3. Join the Northland Chamber of Commerce (already members of Liberty and Excelsior Spgs chambers)

#### **FUNDING:**

1. Medicaid Waiver Program (aka “DD”) has been a big boost!
2. Develop an Ambassador program. Utilize a benefactor from RTKC at community presentations. Utilize Ambassadors to go with staff when delivering annual reports to donors and sponsors.
3. Online Fundraisers for Specific Projects – FundMe, BarnRaising, Mobile Cause, Find someone who knows how to set these up. “Hope for the Holidays” with Johnny Dare. Facebook Swap & Shop, Humans of the Northland
4. Identify corporations who offer a donation match based on employee donations. Offer presentations on services provided by RTKC.

### **XI. WHAT IS REBUILDING TOGETHER KANSAS CITY DOING WELL?**

#### **XII. IN WHAT WAYS CAN WE IMPROVE?**

1. LinkedIn would be a resource for volunteers and donors. Continue to increase visibility within the community/county.

#### **XIII. SUSTAINABLE INCOME OPPORTUNITIES:**

Sustainable income is important to the organization as grants are not always dependable; the National office is not considered sustainable income.

The following are sustainable income sources:

- Clay County Senior Services (13-year partnership)
- Platte County Senior Fund
- The RT Store
- Local Hospitals
- Local grants; such as Curry Family Foundation; Nettleton Foundation; Continental Disc; Liberty Hospital Foundation; Clay County Commission
- Fund raising events offered by RTKC such as bowling tournament.

#### **XIV. HOW CAN WE INCREASE OUR SUSTAINABLE INCOME?**

1. Church Mission Budgets and/or Special Offerings
2. Co-applying for grants with Children’s Mercy Hospital and other hospitals
3. Fall Fundraising Event – October or November?
4. Holiday Fundraising Event?

#### **XV. NEW OPPORTUNITIES:**

1. Liberty Hospital Foundation – including in their annual Patient Assistance budget

2. Children's Mercy Hospital – pursuing possible partnership to create safe & healthy homes for their patients. March training will help to determine our future involvement. Partnership should include co-applying for grants.